

Easter Fashion Parade

steals the march on Spring!

QUALITY * SERVICE * DISCOUNTS * INTEGRITY *
WHITE FRONT
 KEEPING FAITH WITH THE CUSTOMER SINCE 1929
 STORES



the prettiest Easter frocks IN PASTEL-STRIPE CREPE

Two beautiful styles, in rich textured 100% Dacron Polyester Crepe. Your choice of ONE-PIECE DRESS, with pretty cap sleeves, & pleated skirt, or 2-PIECE DRESS, sleeveless style, with fully-lined V-neck top, & pleated skirt. Sizes 8-16. (Not at Central, E. L.A., Van Nuys.)
 • PINK MULTI-STRIPE • BLUE MULTI-STRIPE

988
COMPARE WITH 12.99

Cotton OR Crepe Blouses PRINTS & SOLIDS

A fantastic array of colorful blouses just in time for Easter. Cotton or crepe prints and solids in soft spring colors. Available in many styles. Sizes 32-38.

SPECIAL SALE PRICE

268
TERRIFIC VALUE!



Beautiful FLOWERED HANDBAGS

A flourish of flowers on these uniquely styled handbags announces that Spring is approaching! . . . Select from a wonderful assortment of fresh spring colors . . . designed to highlight your loveliest outfits!

\$268
TOP BUY
 TO **\$388**
SUPER SAVINGS

STRETCH GLOVES

Perfect complement for that new Easter outfit . . . Attractively styled gloves, with scallop trims & button highlights. Choose white, beige, or black. They stretch to fit any size!

68
TOP VALUE!



ACETATE TRICOT HALF SLIPS

Many lovely styles, with appliques & lace trims . . . in pretty pastels or white. Absolutely machine washable! Sizes S-M-L.

88c



QUALITY SEAMLESS NYLONS

Lady Carroll fine hosiery, proportioned for perfect fit! No uncomfortable toe seam! Choose seamless mesh, Demi-toe, or reinforced heel & toe . . . in a host of beautiful shades. Sizes 8 1/2-11.

68c
PR.



CHILDREN'S TERRIFIC EASTER SAVINGS!

PICK 'N' PAIR PLAYWEAR

Styled for carefree fun . . . in wonderfully washable cotton knit! Your choice of sleeveless or short sleeve tops, to mix or match with cotton knit capris or Jamaicas. Pretty pastel shades . . . in girls' sizes 3-6X, 7-14. (Sizes 7-14 not in E. L.A., Van Nuys, Central Store)

- AQUA
- YELLOW
- MINT GREEN
- ORANGE
- PINK

\$148
FROM TO
\$368



GIRLS' PANTIES

Your choice of rayon tricot, nylon tricot, or Eiderlon . . . in white or assorted colors. Sizes 4-14. (Not in E. L.A., Central, or Van Nuys.) 49c VALUE

34c

FABULOUSLY LOW PRICE!



GIRLS' BOUFFANT SLIPS AND PETTICOATS

Full sweep styled . . . with fancy lace trim, in easily washable nylon. Assorted styles in white. Sizes 4-14. (Not in E. L.A., Central, Van Nuys.)

\$168
COMPARE WITH 1.95



CHARGE YOUR TOP BRAND GUARANTEED DISCOUNT VALUE WITH A WHITE FRONT CREDIT CARD * FINEST AFTER SALE SERVICE PLUS EASY CREDIT TERMS!

SERVING SOUTHWEST LOS ANGELES COUNTY

TORRANCE: HAWTHORNE Ave. at TORRANCE BLVD.

10 STORES ALSO SERVING LOS ANGELES. SAN BER'DO • COVINA • ANAHEIM AND THE SAN FERNANDO VALLEY

A COMPLETE DISCOUNT DEP'T STORE With THE LOWEST EVERYDAY PRICES in the WEST! HOURS: MON. thru FRI. 12 to 9 P.M. * SAT. and SUN. 10 to 7 P.M.